

REMARKS/ARGUMENTS

Favorable reconsideration of this application as presently amended in light of the following discussion is respectfully requested.

Claims 22, 24-32, 34-41 and 43 are pending in this application. Claims 22, 24-32, 37 and 40-41 are amended, support for which is found in the original claims, specifically original Claims 23 and 33. Claims 23, 33 and 42 are canceled by this amendment, and Claim 43 is new. No new matter is added.

In the outstanding Office Action, Claims 22-26, 32-36 and 42 were rejected under 35 U.S.C. § 103(a) as being unpatentable over U.S. Pat. App. Pub. No. 2002/0129368 (Schlack et al.) in view of U.S. Pat. App. Pub. No. 2002/0140728 (Zimmerman); Claims 27 and 37 were rejected under 35 U.S.C. § 103(a) as being unpatentable over Schlack et al. in view of Zimmerman and further in view of U.S. Pat. App. Pub. No. 2005/0015803 (Macrae et al.); Claims 28-31 and 38-41 were rejected under 35 U.S.C. § 103(a) as being unpatentable over Schlack et al. in view of Zimmerman, Macrae et al. and further in view of U.S. Pat. App. Pub. No. 2003/0212708 (Potrebic et al.); and Claims 38-41 were rejected for the reasons set forth in the rejections of Claims 28-31.

The features of now canceled Claims 23 and 33 are incorporated into amended Claims 22 and 32, respectively. Amended Claim 22 recites:

An information providing apparatus for providing added-value information associated with content viewing selection, comprising:
a viewing log information acquiring unit configured to acquire a viewing log associated with viewing of content by a user and further **configured to acquire at least one operation log of purchase executed by the user as a viewing log;**
a content-associated information acquiring unit configured to acquire information associated with each piece of content included in a viewing log;
an added-value information generating unit configured to measure an appearance frequency for each attribute type in content-associated information aggregated for each user to generate added-information associated with content viewing selection on the basis of a predetermined number of attribute

values of attribute values ranked high in appearance frequency in each attribute type; and
a presentation-information transmitting unit configured to transmit a signal to present added-information to a user.

The outstanding Office Action relies on Schlack et al. to describe a viewing log information acquiring unit as recited in Claim 23. Paragraphs [0160]-[0168] of Schlack et al. describe the type of information VCPS 290 collects about the programs that a viewer or a household watches. Specifically, Schlack et al. describe collecting information regarding “types, categories, genres or some combination thereof.” See paragraph [0168]. Schlack et al. is deficient in describing “a viewing log information acquiring unit ... configured to acquire at least one operation log of purchase as execute by the user as a viewing log,” as recited in Claim 22. None of the other cited references remedy this deficiency. Thus, it is believed the rejections of Claim 22 and all claims dependent therefrom have been overcome.

Amended Claim 32 recites:

An information providing method for providing added-value information associated with content viewing selection, comprising:
acquiring a viewing log associated with viewing of content by a user;
acquiring information associated with each piece of content included in a viewing log, including acquiring an operation log of a purchase executed by the user as a viewing log;
measuring an appearance frequency for each attribute type in content-associated information aggregated for each user and generating added-information associated with content viewing selection on the basis of a predetermined number of attribute values of attribute values ranked high in appearance frequency in each attribute type; and
outputting a signal to present added-information to a user using a device configured to display the content viewing selection.

Claims 32 was rejected for substantially the same reasons Claim 22 was rejected for in the outstanding Office Action. However, Schlack et al. fail to describe “acquiring information associated with each piece of content included a viewing log, including acquiring an operation log of a purchase executed by the user as a viewing log,” as recite in Claim 32. Schlack et al. merely describe collecting information regarding categorical characterizations of the program, such as genre. None of the other cited references remedy this deficiency.

Application No. 10/568,969
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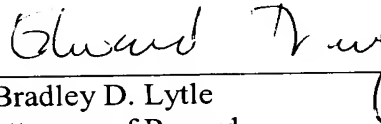
Thus, it believed the rejections of Claim 32 and all claims dependent therefrom have been overcome.

Claim 42 is canceled by this amendment. Accordingly, the rejection of Claim 42 is moot.

Consequently, in light of the above discussion and in view of the present amendment, the present application is believed to be in condition for allowance and an early and favorable action to that effect is respectfully requested.

Respectfully submitted,

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A handwritten signature in cursive script, appearing to read "Bradley D. Lytle", is written over a horizontal line.

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